

MAR 20 1925

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THE AIR MAIL

Photoplay in eight reels

From the Story By Byron Morgan

Screen Play by James Shelley Hamilton

Author of the photoplay (under section 62)
Famous Players-Lasky Corporation of U.S.

MAR 20 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Air Mail - 8 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Air Mail	3-20-25	©CIL 21257

The return of the above copies was requested by the said
Company, by its agent and attorney on the 20th day of
March, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski
MAR 23 1925

"The Air Mail" Is 7 Reels—6,976 Feet Long

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

PRESS

Adolph Zukor and Jesse L. Lasky present
An IRVIN WILLAT Production
"THE AIR MAIL"
With Warner Baxter, Billie Dove, Mary Brian and
Douglas Fairbanks, Jr.
By Byron Morgan
Screen play by James Shelley Hamilton
A Paramount Picture

SHEET

PURPOSE: To Help You Sell the Picture to the Public.

"THE AIR MAIL", FEATURING FINE CAST, IS THE BIGGEST PARAMOUNT TIE-UP PRODUCTION EVER

PUTTING IT OVER RIGHT

Here is an up-to-the-minute tie-up with the latest advance in the progress of civilization.

No better exploitation picture would possibly be offered to exhibitors than "The Air Mail."

In the first place, the U.S. Post Office Department and U.S. Air Service are behind Paramount 100% and will do everything possible to help.

Arthur Brisbane, the most famous journalist in America, as we go to press, is writing an editorial on "The Air Mail" to circulate in all Hearst papers.

A one sheet expounding the exploitation possibilities of this picture is to be had at your Paramount exchange.

Paramount also expects to have a special cancellation stamp, "Watch for the Air Mail," which will be used on letters and spread the news of the picture far and wide.

This is all in addition to the practically daily front-page publicity "The Air Mail" is getting in the newspapers as a matter of course.

Have a plane write "The Air Mail" in the sky—or just pass over town with the title of the picture in large letters underneath.

Make use of your mailing list by sending letters (as though by air mail) announcing the coming of the picture to your theatre.

How about an air mail box in your lobby. Patrons could use it to drop criticisms of the picture in.

Great big special *today and tomorrow* FILM FACTS

Warner Baxter, Billie Dove, Mary Brian, Douglas Fairbanks, Jr.—By the Director of "North of 36"

*Nor snow, nor, rain, nor wind, nor night
Can stay the pilot in his flight*

THAT'S the motto of the U. S. Air Mail Service, and, though Paramount's "The Air Mail" is in no sense propaganda, the whole production smacks of the daring, romance and faithfulness of the gallant men who are daily facing untold risks in the sky.

Warner Baxter, Billie Dove, Mary Brian ("Wendy" in "Peter Pan") and Douglas Fairbanks, Jr. are featured in the leading roles of the production, directed by Irvin Willat from the original story by Byron Morgan, author of the Wallace Reid auto successes, of "Code of the Sea" and other Paramount hits. James Shelley Hamilton wrote the screen play.

"The Air Mail" is a tale of roaring action, feats of daring, humor and heart interest.

CAN YOU think of any subject for a picture that suggests more punch and is more up-to-the-minute than the air mail?

Every paper in the country headlined the recent fatality of a government air pilot who plunged to his death in a blinding snow storm while desperately trying to bring the mail through. Every paper carries air mail stories daily.

Arthur Brisbane's front page editorial column included thousands of words yearly on the air mail, its dangers and the spirit of the air mail in general.

To the energetic, go-get-'em, up-to-date showmen who have been yelling for "something to talk about," Paramount gives "THE AIR MAIL".

The plot: Warner Baxter, a famous crook, gets a job as an Air Mail pilot for the purpose of robbing the mails. He is put on the run from Reno to Salt Lake. Tipped off by his pals that a valuable cargo is on its way, he prepares to steal it.

Scotty, the pilot on the San Francisco-Reno run, carrying the stuff Baxter plans to steal, bucks through a terrific blizzard and dies in Baxter's arms from exposure, proud that he

Producer

IRVIN WILLAT—Give him an outdoor story and oh boy! Just mention "Wanderer of the Wasteland" and "North of 36" to the fans. That's enough, isn't it?

Featured Players

Warner Baxter, Billie Dove, Mary Brian, Douglas Fairbanks, Jr.

Baxter, handsome, he-man, typifies to perfection the daring air pilot as you would visualize him. Remember Billie Dove in "Wanderer of the Wasteland" and Mary Brian as Wendy in "Peter Pan." "The Air Mail" is Doug, Jr.'s, first picture since "Stephen Steps Out."

Author

Byron Morgan. Morgan never wrote a story for the screen that didn't go over with a bang. Recall the Wally Reid automobile successes, "Code of the Sea," etc?

Scenarist

James Shelley Hamilton

Cameraman

Alfred Gilks. Not content with fame won by his work on "North of 36," Gilks has set a mark in "The Air Mail" that will be something to shoot at for a long time to come.

Type of Story

A modern melodrama built around the United States Government Air Mail Service, taking its theme from the spirit of the Air Mail, which is—

"Nor snow, nor rain, nor wind, nor night
Can stay the pilot in his flight."

the lobby.

Newspaper teasers: "Watch out for THE AIR MAIL." "THE AIR MAIL is headed for....."
"Nor rain, nor snow, nor wind, nor night, can stay the pilot in his flight." This, the code of the air mail service, might form the basis of a fine teaser campaign.

How about having local postal authorities tell what they are doing to prevent mail thefts—air mail and otherwise.

Your local post office would readily come in with you on the idea of placards on their delivery trucks, etc.

Post office window displays—stills from the picture.

Might be a good idea, too, to have some heralds on the production in a small holder at the various windows in the post office and sub-stations.

Department store window displays of toy airplanes.

In Times Square, New York City, there is a mechanical device depicting the flight of the U.S. mail planes from coast to coast. Play up this idea in a lobby display.

Bessie Love and her father are victims of a fake real estate deal in this picture. Obvious tie ups here with local realtors.

At night have a searchlight on the roof of your theatre searching the skies—"Watching for THE AIR MAIL."

Hearken to this, you cross-word puzzlers! We have something simpler and just as much fun. And there are prizes to be had, in addition—\$25.00 (or any amount you wish) and a number of free tickets to the.....Theatre.

See what it's all about on page five of this press sheet—prizes for patrons who turn in the best intelligible stories using the titles of Paramount's Second Famous Forty Group of pictures. Everything you want to know on the second page following.

On page five is a list of Paramount's exploiters and the territories to which they are assigned. Get in touch with the one nearest your town. It's his business to help you.



Announcement Slide

Could anything be more fascinating or thrilling than the pictured flights of the interpid air pilots?

Even as recently as a year ago the air mail theme could be rated as fiction—now it is fact. The once little thought of air mail is now pioneering the way in commercial aviation.

"The Air Mail", solely on its theme and title, is sold to your public even before the print arrives at your theatre.

Special Banner on This Production



Above is illustrated the special 3' x 10' banner available to exhibitors on this picture.

Colored in bold, commanding tones. They'll see it a mile off.

Scotty's spirit comes over Baxter and he takes up the chance to make a haul. Later, on his run, Baxter is forced down in the middle of the desert. He meets a girl (Billie Dove) living in a lonely shack with her father. She directs him on his way and completes his reformation. A showman can clean up with "The Air Mail"!

Substantially made and worth many times the cost in the results they'll bring. You get them ready to hang, at the cost price of \$2.00 each.

You need this great piece of advertising in your campaign.

The Story in Brief

INTO the office of the division superintendent of the Air Mail Service comes Russ Kane seeking a job as pilot. He clinches the job by displaying a medal given for heroism in the air service during the war. As he leaves the office he returns the medal to a pal in waiting—he had borrowed it just for the occasion. His real purpose in getting abroad as a pilot is to rob the mails.

A boy, Sandy, with a mania for motors, parachutes and anything that has to do with aviation, which keeps him hanging around the field, immediately makes a hero of Kane. Russ is assigned the run from Reno to Salt Lake. He gets a tip from his pal, Speck, on guard in San Francisco that the big chance is at hand, a valuable cargo is on the way.

Through a terrific blizzard, Scotty, the pilot from San Francisco, makes the run, arriving so worn from exposure to the elements that he dies but proud because he came through only a half hour late. Russ starts his run. He cannot dismiss from his thoughts the heroic flight of Scotty and the latter's faith that he (Kane) would carry on.

Losing his way in the driving snow, Russ is forced to make a landing near the "ghost

Russ Kane.....	Warner Baxter
Alice Rendon.....	Billie Dove
Minnie Wade.....	Mary Brian
Sandy.....	Douglas Fairbanks, Jr.
Peter Rendon.....	George Irving
Jim Cronin.....	Richard Tucker
Scotty.....	Guy Oliver
Rene Lenoir.....	Lee Shumway
Donald McKee.....	Jack Bryon
Speck.....	John Webb Dillion
	Lloyd Whitlock

city" on the desert. Here he meets Alice Rendon, who directs him on his course. Living a lonely life with her father on the desert Kane promises to wait to her each day as he flies through.

Later, in Reno, Speck waits for Russ with news of a bigger haul that can be made. But Kane has changed. Something in the spirit of the service, Scotty's sacrifice of his life, the confidence of honest people in him, the new future that looms since he has come to know Alice, gives him an outlet—he will quit the crook game. This starts the other crooks on his trail; they won't believe he is quitting

—they think he is double-crossing them for the girl.

Russ and Sandy have seen enough of the crooks' actions to make them anxious. Sandy stows away on Russ' plane, taking with him a parachute with which he has been experimenting since the first day Kane saw him. Near the "ghost city" the crook planes rise up from the desert to attack him—Sandy escapes with the mail via parachute, just before Russ is wounded and forced to land.

The action now centers around the "ghost city," where Sandy hides with the precious mail bag in a ruined bank building. The bandits discover his hiding place and a big fight takes place—Russ, Sandy and Alice defending the mail and the two bands of crooks, who are also fighting each other, trying to get it.

At last Russ, badly wounded, is able to hold the pursuers back long enough for Sandy to get to the mail plane and fly away and is himself saved by the arrival of a sheriff's posse, brought on by the town's only other inhabitant—a Chinaman.

In the end the mail has gone through successfully, with Sandy carrying it and Russ is going to take Alice and her father to Reno to live.

of the story are thrills furnished by a band of crooks who devote their time and ingenuity to formulating plans for the systematic robbery of the valuables carried by the air pilots.

After many exciting battles, chiefly in the air, the air bandits are routed by a former member of the gang who has been regenerated through the friendship of an orphaned boy, the love of a pretty girl and the spirit of the service.

The High Spots

The flight of the air mail plane through snow, hail and rain, to get the mail through on time.

Shots made high in the clouds showing Doug Fairbanks, Jr., jumping from a plane with the air mail bag and its precious cargo.

The battle in the air between Baxter's mail plane and two rival bands of crooks, a triangular battle in which Baxter escapes a fusilade of shots, volplanes to earth, where the fight is finished.

Billie Dove held in her home at the mercy of a desperate band of thugs. The sacrifice of Scotty, air mail pilot who gives his life to get the mail through on schedule is a splendid exemplification of the spirit of the service.

The suspense while the crooks trail each other with Baxter's plane with its valuable bags of mail as their particular prey. The regeneration of Baxter who enters the service solely for the purpose of robbing the mail.

Selling Points

You can shoot the whole works on this one for it will live to all that you can say of it—and then some.

Is "The Air Mail" a timely theme? You can broadcast to the world that it is.

The "kick" that is in every foot of film, the excellence of the cast, the fame of Willat as a director and Bryan Morgan as a writer of thrillers—the stupendous effort to make the picture perfect, the long location trips, the danger that beset the players while making the air mail shots should all tend to make "The Air Mail" one of the biggest Paramount profit picture you've ever run.

You can get mats of the cross-word puzzle illustrated elsewhere in this book. Run in several local papers and cash in on the cross-word craze now sweeping the country.



Colored Lobby Card (22" x 28")



"The Air Mail" Is Sure to Send B. O. Receipts Sky High

Popular Cast in "The Air Mail"

Warner Baxter, Billie Dove
and Others Featured

THE Irvin Willat-Paramount production, "The Air Mail," adapted for the screen by James Shelley Hamilton from an original story by Byron Morgan, comes to the Theatre for a... days' run next.... Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are featured in the leading roles of the picture.

Baxter portrays the part of Russ Kane, clever crook and daring aviator, who joins the air service solely for the purpose of robbing the mails and is regenerated by the spirit of the service, the love of a beautiful girl and the companionship of an orphaned boy.

Billie Dove plays the girl, Alice Rendon, who lives in the "deserted city" with her father, George Irving.

Young... is Sandy, crazy about anything and... with aviation. ... hanging around the... where he meets Kane (Baxter) and immediately makes an idol of him. Mary Brian plays Minnie Wade, a fine part.

Other big names in the strong supporting cast are Guy Oliver, Richard Tucker, Lee Shumway and Lloyd Whitlock.

In the story are two bands of crooks constantly spying on Baxter. They suspect that he is going to double-cross them and a hum-dinger of an air battle takes place, with Baxter, Fairbanks, Jr., and Billie Dove fighting off the bandits and seeing the mail through in safety.

Make Location Trips by Air for "The Air Mail"

What could be more appropriate? Paramount's Air Mail and Passenger Service is now defunct but for six weeks it operated between Rhyolite, the famous deserted mining city in Nevada, and Goldfield, eighty miles away.

Only three mail trains a week touch Beatty, the town nearest Rhyolite, and the air mail service was instituted to accommodate the large number of players who made their headquarters in the deserted city during the filming of "The Air Mail," produced for Paramount by Irvin Willat, the man who made "North of 36."

Warner Baxter and two licensed pilots working with the company took turns flying to Goldfield, which is on the main line. In addition to mail they brought back fresh milk

ADVANCE STORIES

"Air Mail" a Paramount Melodramatic Thriller

Produced by the Man Who Made "Wanderer of the Wasteland," "North of 36" and Others

THE AIR MAIL," a Paramount picture featuring Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., comes to the Theatre on... next for a run of... days. Irvin Willat, who made "Wanderer of the Wasteland," "North of 36" and others, directed the production from an original screen story by Byron Morgan, author of the Wally Reid auto successes.

Much of the action of the story, which was adapted for the screen by James Shelley Hamilton, takes place... out on the Nevada desert.

Beside a rough weatherbeaten cabin Alice Rendon (Billie Dove) stands wistfully gazing up at one of the huge planes of the U.S. Air Mail Service as it roars a thousand feet overhead.

The plane is the only sign of life for the girl alone on the desert with her invalid father. They are the victims of a poor realty investment, for the home they have bought is in a deserted town with just one other inhabitant, a Chinaman.

In the plane overhead is Russ Kane, played by Warner Baxter, who has joined the air service solely to rob the mails and is in collusion with a gang of crooks in San Francisco, the starting point of the transcontinental air mail service.

Kane has become acquainted with Sandy an orphaned boy who haunts the division station where the pilots change planes. Sandy has invented a parachute and works on it continuously despite the ridicule of the pilots.

On a trip over the desert Russ gets lost in the snow and has to come down to get his bearings. Alice gives him hot tea and directs him on his course.

The big day arrives when Baxter is tipped off that the valuables are on their way and the time has come to strike. But Kane is not scheduled to run and Scotty, his friend, is taking the mail through.

In an ice-clogged plane Scotty braves the cold and exposure buoyed up by the spirit of the Air Mail which says:

"Nor snow, nor wind, nor rain, nor night,
Can stay the Pilot in his flight."

He arrives at Reno almost dead from exposure but happy in the thought that he is only a half hour late. He asks Kane to "carry on," and the latter, seeing a real chance to rob the mails, agrees to do so.

Once in the plane, Russ experiences mingled feelings. He is thinking of the orphaned boy who idolizes him, of the noble self sacrifice of Scotty and of the friendship of Alice, and he decides not to be disloyal.

On his return he finds Scotty dying from double-pneumonia and it brings about his regeneration. The story builds to a tremendous climax with a strong love theme intermingling with the spectacular action.

Douglas Fairbanks, Jr., is cast in the role of Sandy. George

Reviews

"The Air Mail"

THE Paramount picture, "The Air Mail," which opened yesterday at the Theatre, is a rapid-fire, up-to-the-minute melodrama based on the United States Government Air Mail Service, the code of which service is, "Nor snow, nor rain, nor wind, nor night, can stay the pilot in his flight."

Irvin Willat, producer of "North of 36" and "Wanderer of the Wasteland," directed the picture, which was adapted to the screen by James Shelley Hamilton from an original story by Byron Morgan, author of all the Wally Reid automobile tales. Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., have featured roles.

"The Air Mail" deals with a band of crooks who prey on the government air mailmen, making away with valuable hauls. As the picture opens we see Baxter, as Russ Kane, exhibiting a war medal awarded for heroic conduct in the air service during the World War. He is given a pilot's job and, once outside, passes over the medal to a pal. He had just borrowed it for the occasion. His real purpose in becoming a pilot is to rob the mails.

One day the pilot on the Frisco to Reno run arrives during a terrific storm, almost dead from cold and exposure. He is glad that Russ is to be the man to carry the mail on and lapses into unconsciousness as Kane takes off. He goes through with the mail but is greeted by his partner-in-crime, Specs, who has news of a big haul.

This sort of thing, however, has lost all its old glamour for Kane since he has fallen in love and seen a fellow pilot give his life in the service. He's through. But the crooks won't have it. They won't believe he's quitting. They think he is double-crossing them for the girl (Billie Dove) and go after his scalp. There is a battle royal both in the clouds and on terra firma, resulting in the breaking up of the rival bandit gangs and capture of the leaders.

Young Fairbanks furnishes a real thrill in the picture when he leaps from Baxter's lunging plane with the precious mail packet.

George Irving, Guy Oliver, Dick Tucker, Lee Shumway and Lloyd Whitlock are a few of the popular players who appear in the supporting cast of the picture, which closes at the... on...

(Review No. 2)

"The Air Mail"—what does it sug-

SPECIAL STORIES

U.S. Government Helps Paramount Film "Air Mail"

Officials Permit the Use of Six Planes for Thrilling Air
Scenes in 2nd Famous Forty Picture

SPLENDID cooperation on the part of United States government officials on the West Coast enabled Irvin Willat, Paramount producer, to use six air-mail planes during the filming of his latest production, "The Air Mail," which will be the feature next.... at the Theatre.

Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are featured in the principal roles of the production, written especially for the screen by Byron Morgan and adapted by James Shelley Hamilton.

The story has to do with the activities of a band of crooks who go about the systematic robbing of the U.S. air mail planes. Baxter manages to get a job as pilot aboard one of the planes and settles down to wait for a valuable cargo to make away with. By a peculiar twist in the story, however, he not only gives up all ideas of theft but also brings to justice the members of two rival bands of crooks who make it their business to prey upon the air mailmen.

Here's a timely story with such well known players as George Irving, Guy Oliver, Dick Tucker, Lee Shumway and Lloyd Whitlock appearing in support of the principals.

Much of the action of the picture takes place above the clouds and the production is said to contain scenes that are genuine hair-raisers.

"Take the Air!"

As a slang expression, this usually means "finis" for the person so addressed, but with Irvin Willat during the filming of his new Paramount picture, "The Air Mail," it meant "go to work," for a goodly portion of the production was made in the clouds, the theme of the picture being the transcontinental air-mail service.

"The Air Mail," featuring Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., comes to the Theatre next.... for a... days' run. The story is an original for the screen by Byron Morgan, author of the Wally Reid auto successes, "Flaming Barriers," "Code of the Sea" and others.

Willat is a stickler for realism. When the scenario called for the members of the cast to take the air, they took it. But, on the other hand, the director posted signed orders to the effect that, under no circumstances, should any member of the company, other than those stipulated in the script, go up in a plane. Instant dismissal would follow the first infraction of these orders, the notice stated.

This order was obeyed until one day Willat, while directing a scene with Warner Baxter in the mail plane, saw his wife (Billie Dove) lean from one of the cockpits, wave her hand to him and blow him a kiss as the craft shot into the air. But it never reached the high altitude Willat reached when he saw what had happened. Miss

"The Air Mail" Paramount Film

Irvin Willat Production Due
at the Rialto Theatre

THE once little thought of air mail, now pioneering the way in commercial aviation and demonstrating that it is practicable to operate cargo carrying planes on schedule time over vast distances, day and night, winter and summer, becomes a screen thriller at the Theatre next week in Paramount's "The Air Mail," produced by Irvin Willat from the original screen story by Byron Morgan, who wrote "Code of the Sea" and others.

Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., have featured roles in the production, adapted for the screen by James Shelley Hamilton.

We can't imagine anything more fascinating or thrilling than the pictured flights or the fearless air mailmen as they "carry on" in all kinds of weather to bring the mail through on schedule time—some even going so far as to give their lives in the service.

The picture has to do with Warner Baxter, in the role of Russ Kane, master-mind crook who becomes a mail pilot to rob the planes and winds up by routing his former cronies and marrying a beautiful girl.

Scenes of the picture take place at Sacramento and Reno, two big stations along the air route and in a "deserted city" where Billie Dove and her father, victims of a poor real estate deal, live. Kane is forced down near Bille's home during a storm. He meets her, and from then on they are the very best of friends.

Later, Kane is "winged" by two bandit planes and vol-planes to earth on the desert, where with Billie Dove and Fairbanks, Jr., he gives the crooks the fight of their lives. The picture comes to a close with the arrival of a sheriff's posse and capture of the thieves.

Playing in support of the leading players in the picture are George Irving, Guy Oliver, Dick Tucker, Lee Shumway and others.

"Air Mail" Filmed in Famous "Ghost City"

Rhyolite Slim and his two dogs once more have the whole city of Rhyolite to themselves.

After a month's stay in Nevada's famous "ghost city," Irvin Willat and his company of sixty Paramount players engaged in making "The Air Mail," struck camp and headed for

The air route was also used for transferring the players to and from location in double-quick time.

Featured with Baxter in the picture, coming to the.....Theatre on.....next, are Billie Dove, Mary Brian and Douglas Fairbanks, Jr. Others include Guy Oliver, Henry Irving, Lloyd Whitlock, Lee Shumway and Richard Tucker.

"Jinx" Fear Almost Stops Production of "Air Mail"

Fear of air mail service plane pilots at Blanch Field, near Reno, Nevada, that if they allowed their planes to be decked with crepe they would be "jinxed," for a time threatened to hold up production of Paramount's "The Air Mail."

One of the scenes called for a mail service plane to be covered with black cloth in honor of a member of the service who died from exposure suffered while heroically saving a valuable cargo of mail in a terrific blizzard. When Director Irvin Willat asked one of the flyers if he would let his plane be hung with crepe, to his great surprise the man refused. "I'm not superstitious," the flyer said, "but there is no use taking chances."

Willat asked a number of the other flyers and all refused, giving substantially the same reason. It began to look as if a real snag had been struck.

Finally, Willat asked Tex Marshall. "Sure. Go ahead," Marshall said. "I have been in a lot of tough places and have always come out with a whole skin."

"The Air Mail," adapted from an original story by Byron Morgan, opens at the.....Theatre next..... Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are featured in the leading roles.

ing roles.

"Air Mail" Held Over

The Irvin Willat-Paramount production "The Air Mail," which opened.....at the.....Theatre and which was to have closed its run there this evening, will be held over for another day.

Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are featured in the leading roles of the picture, written directly for the screen by Byron Morgan, author of all Wally Reids big auto successes, among others.

The picture has to do with a crook who gets an air mailman's job with the express purpose of making away with a valuable shipment when the opportunity should present itself.

Just what does happen, however, makes "The Air Mail" real entertainment.

"The Air Mail" Here

"Nor snow, nor rain, nor wind, nor night, Can Stay the Pilot in his flight."

That is the motto of the transcontinental air mail service and the theme of Irvin Willat's newest production for Paramount, "The Air Mail," from Byron Morgan's story, which opens today at the.....

The featured players are Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr.

Byron, John Webb Dillon and Lloyd Whitlock.

Paramount's "The Air Mail" Modern Melodrama Built Around the U.S. Government Air Service

On the spot where pony mail riders of old stopped and changed their mail pouches to fresh ponies, United States flying mail carriers land today and find a fresh machine to carry the mail bags on.

This contrast between the old and the new United States, with only seventy-five years between, is vividly brought to mind in the new Paramount picture, "The Air Mail," a story of the dangers and temptations which beset the intrepid aviators flying from Coast to Coast with the mail.

"The Air Mail," which opens.....at the.....Theatre, was directed by Irvin Willat. It is an original screen story by Byron Morgan and features Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr. The story tells of a crook who gets a job as pilot of a U.S. mail plane planning to wait for the opportune moment and make away with a big haul, only to be regenerated by the spirit of the service, the love of a beautiful girl and the friendship of an orphaned boy who idolizes him.

There are two bands of crooks in the picture who prey on the airmen. They won't believe that Baxter, playing Russ Kane, has really decided to go straight but believe he is double-crossing them for the girl and set out to "get" him.

"Nor Wind, Nor Snow, Nor Rain, Nor Night, Can Stay the Pilot in His Flight"—"Air Mail" Theme

All the romance—all the thrills of the U.S. Government Air Mail Service has been caught for the screen in Paramount's "The Air Mail," an Irvin Willat production, which comes to the.....Theatre on....., Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are featured in the leading roles of the production, written especially for the screen by Byron Morgan, author of "Code of the Sea" and others.

Baxter plays the role of a clever crook who becomes an air postman solely for the purpose of robbing the mails. Living up to the code of the service, "Nor wind, nor snow, nor rain, nor night, can stay the pilot in his flight," results in the death of one of the Service's most capable men. On his death, had he asked Baxter to "carry on" and it is the beginning of the regeneration of the thief.

"The Air Mail" is a thrill-filled romantic drama that should prove one of the most entertaining pictures you've seen in months.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.....	1625 Court Place.....	Denver, Colo.
CALLAHAN, JOHN.....	134 Meadow St.....	New Haven, Conn.
CORCORAN, EDWARD F.....	119 Seventh St.....	Milwaukee, Wis.
CUNNINGHAM, EARL.....	110-112 W. 18th St.....	Kansas City, Mo.
DUNZIGER, WILLIAM.....	Pioneer & Broadway.....	Cincinnati, O.
DUNHAM, CURTIS.....	309 S. Jefferson St.....	Dallas, Tex.
EAGLES, HARRY C.....	2017 Third Avenue.....	Seattle, Wash.
ESHENFELDER, GEORGE.....	110 N. Lee Street.....	Jacksonville, Fla.
GAMBRILL, GEORGE.....	3721 Washington Blvd.....	St. Louis, Mo.
GEYER, ERNEST.....	51 Luckie St.....	Atlanta, Ga.
HAAS, J. A.....	444 Gilean St.....	Portland, Ore.
HELLMAN, JACK.....	1100 First Avenue N.....	Minneapolis, Minn.
KANTNER, OSCAR.....	201 Golden Gate Ave.....	San Francisco, Cal.
MC CONVILLE, JOHN P.....	8 Shawmut St.....	Boston, Mass.
MEDELSSOHN, WILLIAM.....	1563 East 21st St.....	Cleveland, O.
MOON, RUSSELL B.....	1327 S. Wabash Ave.....	Chicago, Ill.
PICKERING, HAROLD W.....	133 E. 2nd St., So.....	Salt Lake City, Utah
RENAUD, KENNETH.....	2949 Cass Avenue.....	Detroit, Mich.
ROBSON, WILLIAM N.....	1018 Forbes St.....	Pittsburgh, Pa.
SWIFT, HARRY.....	924 S. Olive St.....	Los Angeles, Cal.
TAYLOR, WM.....	514 Grand Ave.....	Oklahoma City, Okla.
THOMAJAN, F. K.....	113 S. Monroe St.....	Peoria, Ill.
WALL, EDWARD J.....	1101 N. Capitol Ave.....	Washington, D. C.
WATERSTREET, IRVIN A.....	33 S. Capitol Ave.....	Indianapolis, Ind.
WHELAN, LESLIE F.....	1219 Vine St.....	Philadelphia, Pa.
WIEST, JAMES M.....	1610 Davenport St.....	Omaha, Nebr.
WILLIAMS, GEORGE E.....	254 Franklin St.....	Buffalo, N. Y.
WRIGHT, WILLIAM H.....	251 N. 5th St.....	Wilkes Barre, Pa.
ZELTNER, IRWIN.....	61 N. State St.....	Wilkes Barre, Pa.

or romance, mystery, intrigue in the clouds?

Paramount's "The Air Mail," at the.....all this week, is a story of a crook who gets a job as a pilot in the government air mail service and keeps his eyes open for the opportune moment to make away with a valuable shipment. Warner Baxter, Billie Dove, Mary Brian, the "Wendy" of "Peter Pan;" and Douglas Fairbanks, Jr., are featured in the cast.

Baxter plays Russ Kane, the crooked pilot whose regeneration is brought about living up to the code of the air service, which is "Nor snow, nor rain, nor wind, nor night, can stay the pilot in his flight." He meets and falls in love with pretty Alice Rendon, played by Miss Dove. This, also, has not a little to do in making him turn over a new leaf.

There are two bands of crooks in the picture always fighting each other for the chance to raid the mail planes. Both of them go after Kane, cripple his plane and carry out the fight in the middle of a desert, where Alice and her father, victims of a real estate dealers false promises, live.

The action then centers around a ruined bank building in the "ghost city," where Sandy, played by Fairbanks, Jr., who had stowed away on Baxter's plane and jumped to safety with the mail via parachute when the bandits made the attack, has hidden the valuables. Russ, Sandy and Alice defend the mail as the two gangs, always fighting among themselves, close in.

There's an unusual surprise climax to the production which was adapted for the screen by James Shelley Hamilton from an original story by Byron Morgan.

Guy Oliver, George Irving, Dick Tucker, Lee Shumway and others appear in support.

Warner Baxter, Billie Dove, Mary Brian and Douglas Fairbanks, Jr., are the featured players in the new Irvin Willat-Paramount production, "The Air Mail," which comes to the.....Theatre for a.....days' run next..... The story was written especially for the screen by Byron Morgan, who wrote "Flaming Barriers," "Code of the Sea" and others.

The picture has to do with the "inside" workings of crooks who prey upon the U.S. government air mail service and includes some genuine thrill scenes both in the clouds and on the Nevada desert.

"The Air Mail," one of the Second Famous Forty group of Paramount pictures, includes Guy Oliver, Henry Irving and other popular players in the supporting cast.

The picture has to do with the "inside" workings of crooks who prey upon the U.S. government air mail service and includes some genuine thrill scenes both in the clouds and on the Nevada desert.

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once. Friend hubby was so glad to see her once again on terra firma, that he forgot all about the penalty he promised to levy when the plane landed.

Can You Use This?
(Details of the newspaper stunt suggested in col. 1 on the third page of this press sheet.)

Everyone can play this game. Here is the idea: Manager.....of the.....Theatre has just completed arrangements whereby he will offer the first showing in....(name of town)....of the Second Famous Forty group of Paramount pictures.

These photoplays are claimed to comprise the finest group of screen entertainment ever offered to playgoers, as they represent the pick of the product of the largest studios in the world, backed by the greatest financial resources and the most famous group of stars.

Among these photoplays are pictures starring Gloria Swanson, Thomas Meighan, Pola Negri, Richard Dix, Bebe Daniels, Raymond Griffith, Leatrice Joy, Lois Wilson, Ricardo Cortez, Alice Terry, Betty Bronson, James Kirkwood, Anna Q. Nilsson and various others just as prominent. The stories range from world-famous society drama to Zane Grey "Westerns."

Below is the list of the titles of these pictures. Arrange these so they weave into one continuous, intelligible story, using every title, for instance: THE SPANIARD, upon meeting THE LITTLE FRENCH GIRL, invited her to take a ride with him in THE AIR MAIL TO THE TOP OF THE WORLD. There are four titles already—now add the rest.

To the first.....persons forming all these titles into the best running stories the....(name of paper in which contest is being run)....will give \$.....in cash. Other valuable prizes include tickets to see the Paramount picture, "The Air Mail" (or whatever picture you happen to be running during the time this contest takes place) at the.....Theatre.

The contest closes at noon on Saturday (date). The winners will be announced in Monday's paper.

Here is the list of pictures to be worked with:

The Devil's Cargo	The Dressmaker from Paris	Welcome Home
Forty Winks	The Goose Hangs High	The Little French Girl
The Top of the World	A Kiss in the Dark	Old Home Week
The Swan	Of the West	The Shock Lunch
Comarband	The Spaniard	The Coast of Folly
Salome of the Telemets	The Charmer	Are Parents People
The Thundering Herd	Madame Sans Gene	Grounds for Divorce
New Lives for Old	The Crowded Hour	Young Wives
Too Many Kisses	The Night Club	Paths to Paradise
Sackcloth and Scarlet	Adventure	The Light of Western Stars
The Air Mail	Any Woman	Marry Me!
Men and Women	Eve's Secret	The Manicure Girl

There you are. Now get busy!

YOU CAN'T MATCH PARAMOUNT PICTURES

—but—

PARAMOUNT MATCHES PULL PROFITS

National advertisers and retail stores everywhere have found book matches an excellent advertising medium. The smoker has been educated to receive his matches free when purchasing tobacco products. Possibly you have imagined that the dealer hands them out so promiscuously because he pays nothing for them. Wrong. He does pay for them but usually very little as the principal cost is borne by the firm whose advertising the cover carries.

If mercantile concerns find match advertising so efficient, why not theatres? Remember that you are not only handing a man something useful and necessary, but a packet that he carries around with him anywhere from 2 days a week, and sees your message every time he "lights up."

If you were to order a quantity of matches bearing your individual advertisement, the cost would be prohibitive. Through the efforts however of Paramount's Division of Exploitation, there is now available a stock cover design for theatres playing Paramount Pictures at a most reasonable cost.

The color scheme is orange, black and white—a most effective combination. You may have the name of your theatre and city—or any wording to your liking, providing it does not consume over two lines, printed on them.

All orders should be sent direct to the Lion Match Company, Flak Building, Broadway at 57th Street, New York City. The prices are as follows:—

2,500 Books (Minimum allowable).....	\$11.00
5,000 Books.....	20.00
10,000 Books.....	35.00

From thereon, figure at \$3.50 per thousand, all shipments F. O. B. New York. Orders will be shipped two weeks after receipt and cash must accompany order. All matches to be sent by express or freight as desired—no parcel post.

There are innumerable ways of course to distribute matches and you can bring down the cost by selling them to cigar stands at the price they are accustomed to paying. Isn't this a fine medium at the low cost of 1/2 of a cent? And isn't it a great tie-up with Paramount's national advertising?

Rhyolite Slim waved them a sad farewell at the station at Beatty, the nearest town touched by a railroad. On the depot platform he made a short speech in which he pledged himself to come to Hollywood when he has located the lost lead of ore in the Bullfrog Mine and give his new friends the time of their lives.

Rhyolite, the famous boom town that curled up and died more than ten years ago after a wonderful boom, is just a memory to everyone but Slim. He "pans dirt" daily and is optimistic—plus.

In the picture Billie Dove and her father, played by George Irving, are victims of a fake real estate deal and live alone in this deserted town, where Warner Baxter, as the air mail pilot, finds them. Mary Brian and Douglas Fairbanks, Jr., complete the quartette of players featured in the principal roles of the production, coming on.....to the.....Theatre.

"The Air Mail" is an adaptation of an original story by Byron Morgan.

Author of "The Air Mail" Able Sky Pilot Himself

Byron Morgan, author of the new Irvin Willat production for Paramount, "The Air Mail," which will be shown next.....at the.....Theatre, is a flying enthusiast.

For more than two years he has owned and sailed a "ship." Morgan figures no day complete without at least one trip to the clouds.

Warner Baxter, Billie Dove, Mary Brian, of "Peter Pan" fame, and Douglas Fairbanks, Jr., are featured in the picture, which was adapted for the screen by James Shelley Hamilton.

"The Air Mail" is a story of a crook who joins the U.S. air mail service for the purpose of making a big haul, but is reformed by the spirit of the service and the love of a beautiful girl.

This story is said to be the finest thing the author has even written directly for the screen, and when one thinks of such big screen successes as the Wally Reid auto stories, "Code of the Sea," "Flaming Barriers," etc., that means "The Air Mail" is just about perfect entertainment.

There are thrills galore in the picture, drama and comedy and a delightful heart interest.

And there's a strong cast playing in support of the principals.

And there's a strong cast playing in support of the principals.

Ever Know that

Charlie Paddock, "world's fastest human," and Douglas Fairbanks, Jr., are chums?

On the trip home from the Olympic games young Fairbanks worked out on the track daily with Paddock, the latter teaching him much of the technique of sprinting.

And recently when Doug, Jr., was at work on his latest picture, "The Air Mail," an Irvin Willat-Paramount production, in which he is featured with Warner Baxter, Billie Dove and Mary Brian, Paddock made flights in government mail planes with Fairbanks on several occasions.

"The Air Mail," due.....at the....., was adapted to the screen from an original story by Byron Morgan, author of "Code of the Sea."



"The Air Mail"

USE THESE AIDS TO PILOT "THE AIR MAIL"

NOTE TO EXHIBITORS: Your Paramount Exchange has mats of all the ads illustrated in this Press Book; also cuts of one, two and two-column supplementary ads. Order by the numbers under cuts. See Price List on Page 6.

"Nor Snow, Nor Rain, Nor Wind, Nor Night, Can Stay The Pilot In His Flight."

A
Paramount
Picture

WITH
WARNER BAXTER
BILLIE DOVE
MARY BRIAN
DOUGLAS FAIRBANKS JR.

A SCORCHING, thrilling aeromance by the author of the famous Wally Reid motor stories. Produced by the man who made "North of 36."

"The Air Mail"
An IRVIN WILLAT Production

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Four-column Newspaper Advertisement 4A



Warner Baxter, Billie Dove and Douglas Fairbanks Jr. in the Irvin Willat Production "The Air Mail" A Paramount Picture

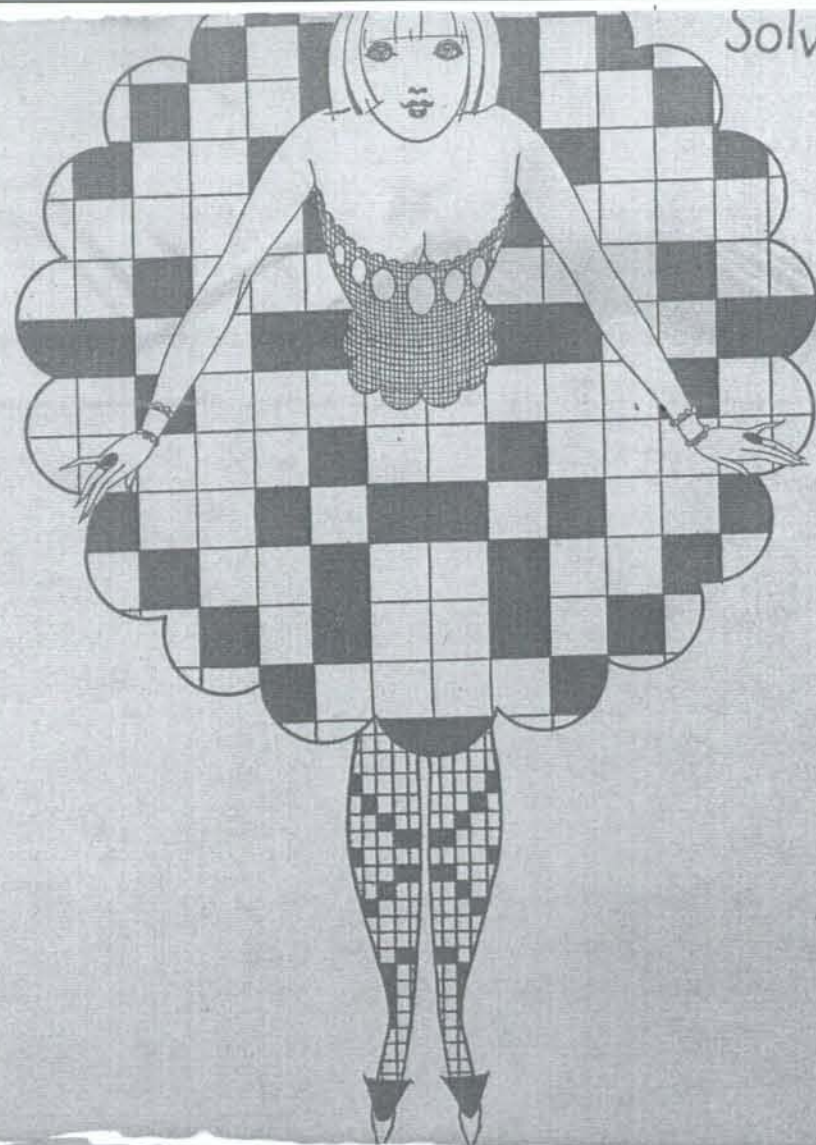
Three-column Production Mat 3P

To make ad, add copy and border.

THE FAMOUS FORTY

Me!





Solve Me!

CROSSWORD PUZZLE BOOK

PARAMOUNT EXHIBITORS: Above is shown, in actual size, the cover of the handsome 48-page Crossword Puzzle Book prepared for you so that you can turn a nation-wide fad into dollars. Each page contains a crossword puzzle on one of the Second Famous 40 Paramount Pictures, including the name of the picture spelled out letter for letter. The puzzles were made by professional experts. They are perfect and easy to solve.

The Puzzle Book is the best possible ad for the theatre showing the Second Famous 40. People will keep them for months. Great for prize contests and scores of other exploitation purposes. Available now at your Paramount exchanges. Two-column mats of each puzzle—similar to the one on "The Air Mail" illustrated on this page—are also available. One-column mats of solutions may be had upon request.

Warner Baxter
in the Paramount Picture
"The Air Mail"
Production Mat 1PB

Billie Dove in the
Paramount Picture
"The Air Mail"
Production Mat 1PA
Halftones are 55-screen
and reproduce perfectly

Warner Baxter and Billie Dove in the Irvin Willat Production
"The Air Mail" A Paramount Picture
Two-column Production Mat 2P

Special Newspaper Stories

Pictre Actress Is Held In Pawn at a Reno Hotel

Billie Dove recently was held in pawn at prominent hotel in Reno, Nevada, for eleven hours. A company of sixty people went to Reno to make location scenes for "The Air Mail," Irvin Willat's latest production for Paramount. It comes to the theatre on..... sequences finished, go sixty miles away to take snow scenes. With the exception of three of the staff and Miss Dove, the entire company started before dawn for the snow-covered lake, but encountered many obstacles which delayed them in getting back. The entire company was to leave at seven that night for Rhyolite, Nevada. In the early afternoon, the transfer men started taking the baggage to the station, but the hotel clerk refused to allow it to be moved until the hotel account was settled.

Miss Dove insisted that the hotel manager Blount of the company would return early and adjust the account, but the clerk was adamantly offered to go. The clerk agreed, but insisted that she remain in her room as hostage.

Twelve minutes before the unit's business manager paid the bill, Miss Dove was set free, and the company left for Rhyolite, Nevada.

Warner Baxter, Douglas Fairbanks, Jr., and Miss Dove, which is dedicated to the pilots of the air mail service.

Bottles Do For Bricks In This Unique House

Ever hear of a "bottle house"? It was no novelty in the West of years ago. What is said to be the most perfect specimen of bottle house is in the deserted town of Rhyolite, Nevada, whose present population consists of one lone individual. It once was a city of 11,000 persons.

The house in question is an elaborate affair considering the building material used. The walls are made of empty glass bottles laid in cement with their bases out, making an interesting monument to the roistering days of the wide open mining town before Mr. Volstead was ever heard of.

They are not all merely beer bottles either; great hosts of empties testify to Rhyolite's one time prosperity.

Irvin Willat, Paramount producer, used this building in many scenes during the making of "The Air Mail," his latest production for Paramount, coming to the theatre on.....

Warner Baxter, Billie Dove and Douglas Fairbanks, Jr., are featured players in the cast.

Historical Document Is Found in Deserted House

A rare historical document was literally "stepped on" during the filming of "The Air Mail," Irvin Willat's latest production for Paramount, coming to the theatre on.....

Many scenes in the picture were taken in the living room of a house in the deserted town of Rhyolite, Nevada.

On the floor of the room were many old papers, left there, presumably, by former tenants. Without disturbing the papers, Willat went ahead and shot the scenes.

During a resting period Billie Dove, featured player in the picture, picked up one of the papers and glanced at its contents.

She found it to be a copy of The National Era, of December 15th, 1851. The featured article on the front page was the beginning of a serial story, "Uncle Tom's Cabin," written by Harriet Beecher Stowe and destined to be a world famous book.

Inner pages revealed that the publication was the official organ of the American and Foreign Anti-Slavery Society, the publisher and editor being Gamaliel Bailey.

Warner Baxter and Douglas Fairbanks, Jr., are featured players with Miss Dove in "The Air Mail."

CROSSWORD PUZZLE

1	2		3	4		5	6		7
8			9			10			
		11			12				13
14	15			16			17		
18			19			20			
21		22			23				
	24				25			26	27
28	29			30			31		
32			33			34			
35		36			37				
		38			39			40	
41								43	

HORIZONTAL

1. Definite article
3. The atmosphere
5. Post
8. In regard to
9. Man's nickname (possessive)
10. Enclosed space
11. Gone by
12. An illuminant
13. Royal Navy (abbr.)
14. Telling
17. Possessed
18. An untruth
19. Anger
20. Dudes
21. Senior (abbr.)
22. Of each (medical)
23. Solicit atms
24. To urge
25. Young boy
26. Like
28. Counterfeit
30. Bag
31. Cease to exist
32. Before
33. The hero of "North of 36"
35. Printer's measure
36. Came into contact with
37. Devour
38. A conjunction
39. Skill
40. Pronoun
41. Vehicle on runners
42. Sister (contraction)
43. Deface

VERTICAL

1. Fish with rod and reel
2. Pronoun
3. Worshipping
4. Exists
5. Electrical measuring unit
6. Indefinite article
7. Disembarks
9. Self
10. Large
11. Man's nickname
12. A unit
13. Hit
15. The atmosphere
16. Man's name
17. Unclean animal
20. Nourished
22. A period of time
23. Supporters
24. Gather laboriously
25. Resinous substance
26. To be ill
27. A kind of dog
28. Perceives
29. A limb
30. Rested
31. A minute mark
33. That which spurts
34. Head covering
36. Mire
38. Exist
39. The throated sloth
40. Mother

THE AIRMAIL

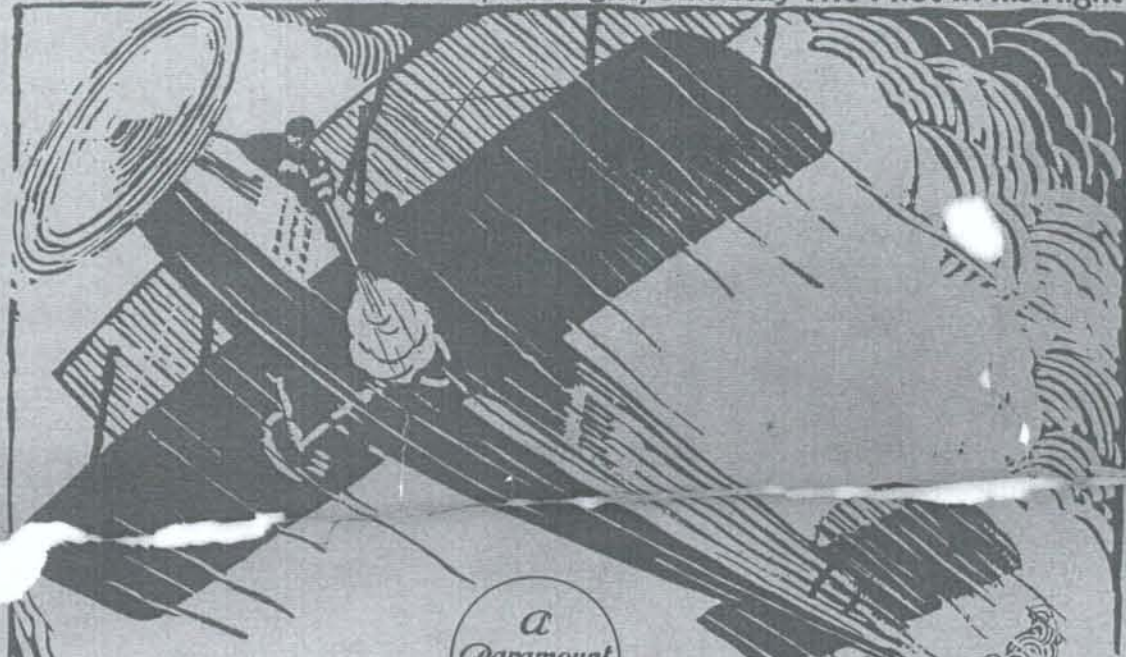
Two-column Press Advertisement 2AX
(One-column mats of solution upon request)



Fill That Space With a Peppy Paramount Newspaper Ad!



"Nor Snow, Nor Rain, Nor Wind, Nor Night, Can Stay The Pilot In His Flight"



A
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

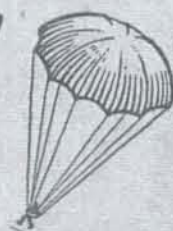
WITH
WARNER
BAXTER
BILLIE
DOVE
MARY
BRIAN
DOUGLAS
FAIRBANKS JR.

SEE the great fight three
thousand feet aloft! See
the startling parachute leap!
See the airplane flight
through a raging blizzard!

In the Air Classic of the
Age—"The Air Mail."

"THE Air Mail"

An IRVIN WILLAT PRODUCTION



Three-column Newspaper Advertisement 3A

Catchy Ad Catchlines

The epic romance of the air.

The sky's the limit for thrills and excitement.

The time for THE GREAT AIRPICTURE EPIC
has come. "The Air Mail" is IT.

The two air miracles of the age: Raft and "The Air
Mail!"

Never on land or sea such thrills as these!

At last motion picture camera has mastered the
air. See "The Air Mail."

It's in the air. Everybody knows about it. Every-
body's raving about it. "The Air Mail."

Thrills of a new and amazing kind.

"The Covered Wagon" of the Air.

Daring, fearless, faithful—the pilots of "The Air
Mail."

Rising high above other adventure pictures—"The
Air Mail."

Sets a new high mark for thrilling entertainment.

The messenger of Romance—"The Air Mail."

Filled sky high with smashing thrills.

There's a message in "The Air Mail" for YOU!

Romance flying to glory—"The Air Mail."

The High Flyer of Melodrama.

The Air Classic



WARNER BAXTER, BILLIE DOVE, MARY BRIAN, DOUGLAS FAIRBANKS JR.

It's the biggest and
best thrill-picture ever made.
A smashing romance-melodrama
of the daring pilots of the mail
planes.

By Byron Morgan, author of
the Wally Reid auto-racing stories.
Screen play by James Shelley
Hamilton.

THEATRE NAME

Two-column Supplementary Press Ad 2AS



An IRVIN WILLAT PRODUCTION A Paramount Picture

Two-column Supplementary Press Ad 2ASX

By Using Trailers

Trailers on all Paramount Pictures are distributed by National Screen Service, Inc., with offices at 126 West 46th St., New York City; 845 So. Wabash Ave., Chicago, Ill. and 917 So. Olive St., Los Angeles, Cal. Paramount exchanges at Seattle, Wash.; Charlotte, N. C.; Dallas, Tex.; Oklahoma City, Okla.; and Sioux Falls, S. D., also carry a complete stock of National Screen Service Trailers on Paramount Pictures. If you are served by any of these five exchanges, get your Trailers from the exchange. Otherwise order from the nearest National Screen Service office. In either case you can positively get a Trailer on any Paramount Picture within twenty-four hours of ordering.

Paramount Trailers are in two styles; Regular Service and De Luxe.

Service Trailers

Regular Service Trailers are issued on all Paramount Pictures. They consist of 75 feet of film, including two or three good selling titles and five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture.

DeLuxe Trailers

De Luxe Trailers are issued on certain special Paramount reproductions. They are very elaborate, distinctly quality productions consisting of 200 feet of film, including ten or more art (in many cases animated) selling titles and over 100 feet of punch scenes from the picture. They cost \$12.50, with a \$5 refund if returned within three weeks. De Luxe Trailers thus cost \$7.50 net.

Monthly Service

National Screen Service, Inc., offers a Regular Trailer Service by which you can secure Trailers on the productions of all companies, including Paramount, at the cost of \$25 monthly, no matter how many bookings you have. Monthly customers get De Luxe Trailers at a special price of \$5 net. In addition you get, free of charge, special animated openings and closings with your own theatre name on them. There are several styles of these and they are frequently changed without cost to you. You also get, free of charge, "combination day sets," which are animated titles reading "Monday and Tuesday" or "All Week, Starting Sunday" or any other possible combination. Regular monthly customers just send their bookings in weekly to the nearest National Screen office. The Trailers come in automatically, without further trouble and in ample time.

Animated Titles

National Screen also offers special holiday greetings animated titles for every holiday in the year. These are of three classes, costing \$10, \$6, and \$3, with \$5 extra for superprinting the name of your theatre on them.

Paramount Trailers are prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and distributed exclusively by the latter concern. They are the most valuable kind of advertising you could possibly secure. An exhibitor who is not a Trailer user is overlooking a wonderful bet.

**YOU CAN GET A SERVICE TRAILER ON
"THE AIR MAIL"**

Colored Herald



Above is illustrated the striking cover of the four-page colored herald on "The Air Mail."

Inside double-page spread contains punch scenes from the picture and expert sales talk.

Back page is left blank for your theatre name, play dates, etc.

Only \$3.00 per 1,000.

Samples at your exchange.

MR. EDITOR—

HERE IS SOMETHING WHICH WILL INTEREST YOU:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you: **DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?**

Yes 98.5%
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?

Yes 97.5%
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

THE Air Mail

WITH WARNER BAXTER
BILLIE DOVE
MARY BRIAN
DOUGLAS FAIRBANKS JR.

An IRVIN WILLAT PRODUCTION

A Paramount Picture

THE year's most exciting melodrama. Every scene is a mighty smash, every thrill is a record breaker!

One-column Press Ad 1A

The Air Mail

An IRVIN WILLAT PRODUCTION

Dear Folks:
"The Air Mail" brings you a cargo of love and thrills in an unforgettable setting. It shows you the thrill-crowded life of a mail plane pilot, as he wings through clouds, storms, aerial holdups, plane-to-plane battles and red-hot adventure. It's a stirring romance you won't soon forget!

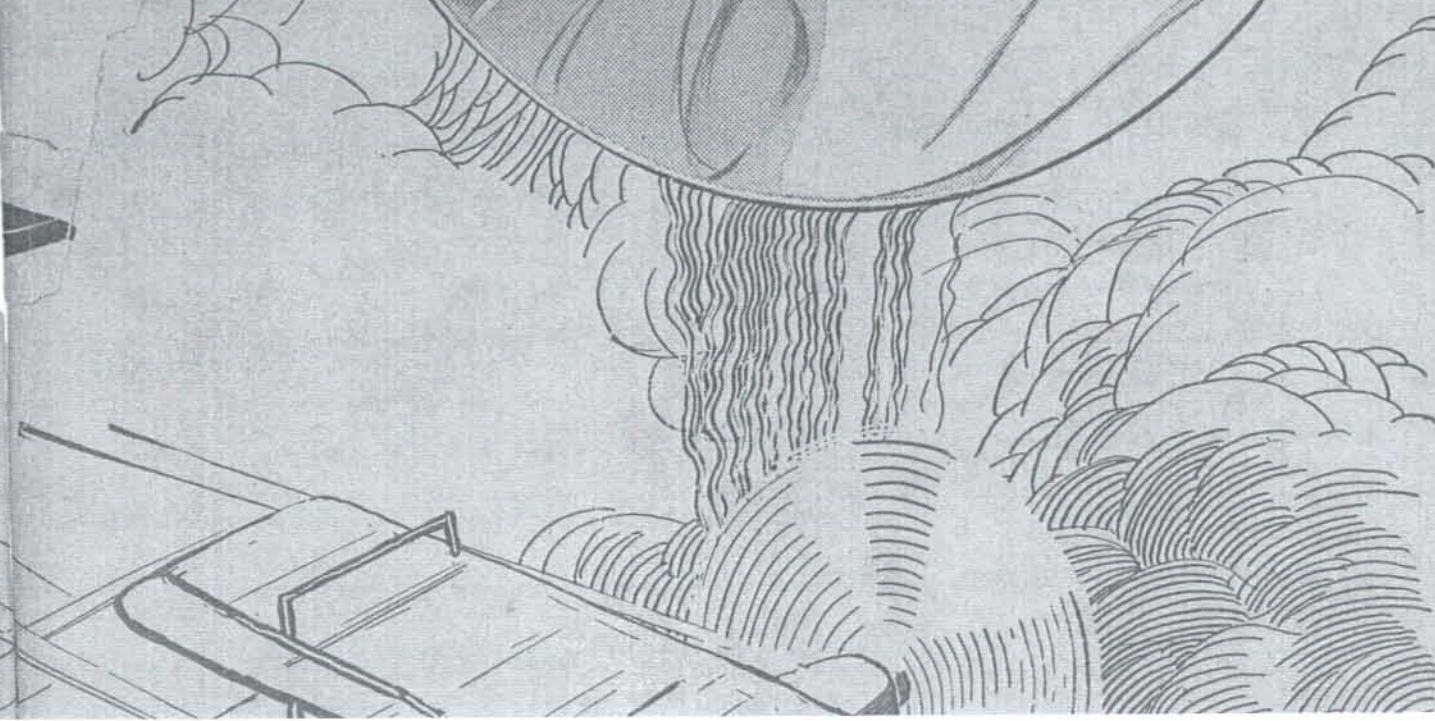
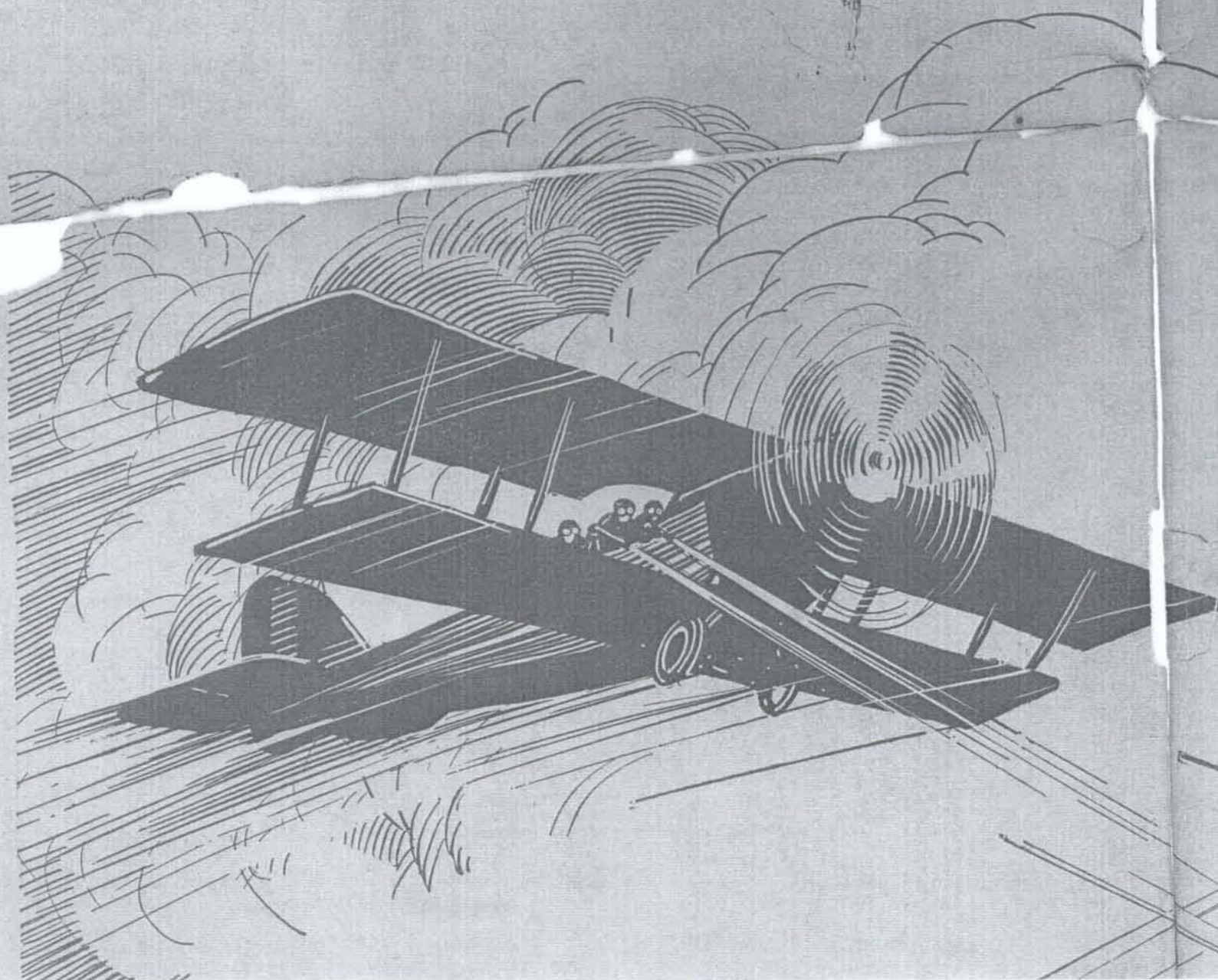
B. Thore

By Byron Morgan-Screen play by James Shelley Hamilton

Two-column Newspaper Advertisement 2A

"The Air Mail"

"Nor Snow, Nor Rain, Nor Wind, Nor Night,
Can Stay The Pilot In His Flight."



who pilot the mail planes through the myriad hazards of the air.

Bryon Morgan, the screen's foremost author of thrilling love-melodramas, wrote it, and it's the most exciting story he has written since the famous Wally Reid auto-racing stories.

Irvin Willat, director of "Wanderer of the Wasteland" and "North of 36," made it, and if there's one thing Willat can do it's to produce big, thrill-swept adventure films.

No wonder it's a wonder-thriller!

With
Warner Baxter
Billie Dove
Mary Brian
Douglas
Fairbanks Jr.

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

a
Paramount
Picture

An **IRVIN WILLAT** *Production*

Playing Dates,
Other Features

Theatre Name

Playing Dates,
Other Features

The above is the Seven-column (Full Page) Newspaper Advertisement 7A. Mats 50c at your Paramount Exchange.



"The Air Mail"

PARAMOUNT PAPER THAT PACKS THE PUNCH

"If It's Worth Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS



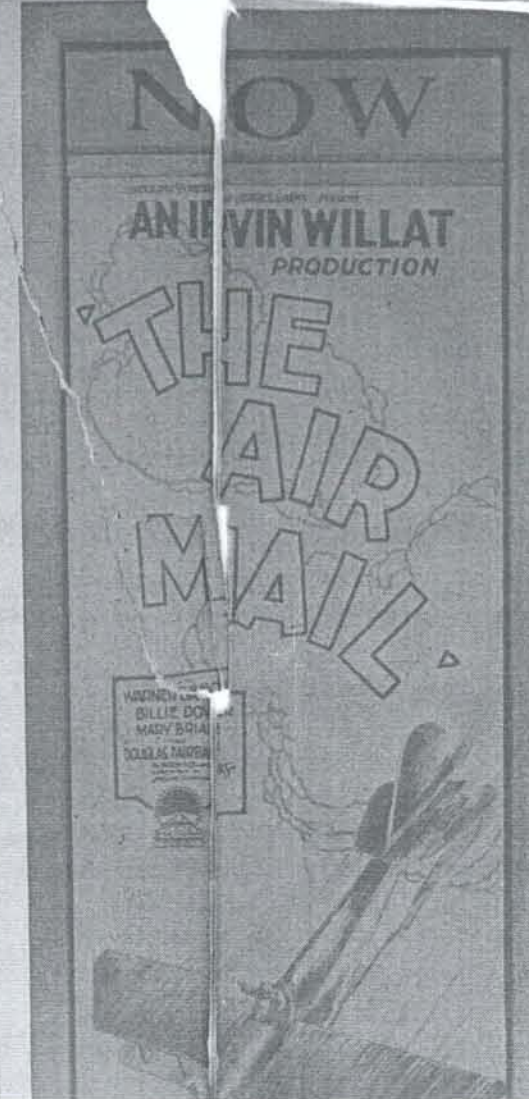
CLASSY LOBBY DISPLAY—EACH 11" x 14"

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		Supplementary (Two Column) (Adv. Only)...	
POSTERS		Three Column	.15
One Sheet (1A and 1B).....	\$.15	Four Column (Adv. Only).....	.25
Three Sheet (3A and 3B).....	.45	Seven Column (full page).....	.50
Six Sheet (6A).....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A).....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
3' x 10' Banner.....	2.00	Insert Cards (14 x 36 in. to fit above).....	.25



WINDOW CARD

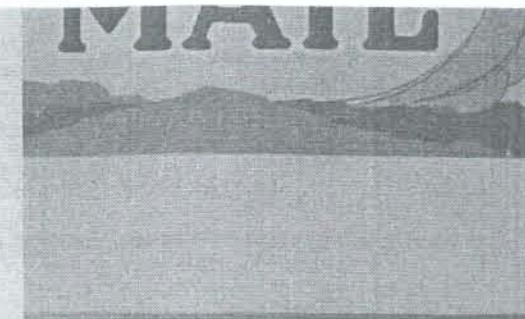
On the left is a reproduction of the window card on "The Air Mail."

The original is a beauty—striking.

For Newspaper Ads ADVERTISING CUTS	
One Column	.35
Two Column	.45
Supplementary (Two Column)	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	.05
Two Column	.10

Cross Word Puzzle	.07
Window Card	.15
Announcement Slide	.10
Publicity Photos, Each	.10
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Window Card

catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.



One Sheet Poster 1A

"Nor snow, nor rain,
nor wind, nor night,
Can stay the pilot
in his flight."

—that's
"THE
AIR MAIL"

Teaser Type Ad



Six Sheet Poster 6A

Watch
for
"THE
AIR
MAIL"

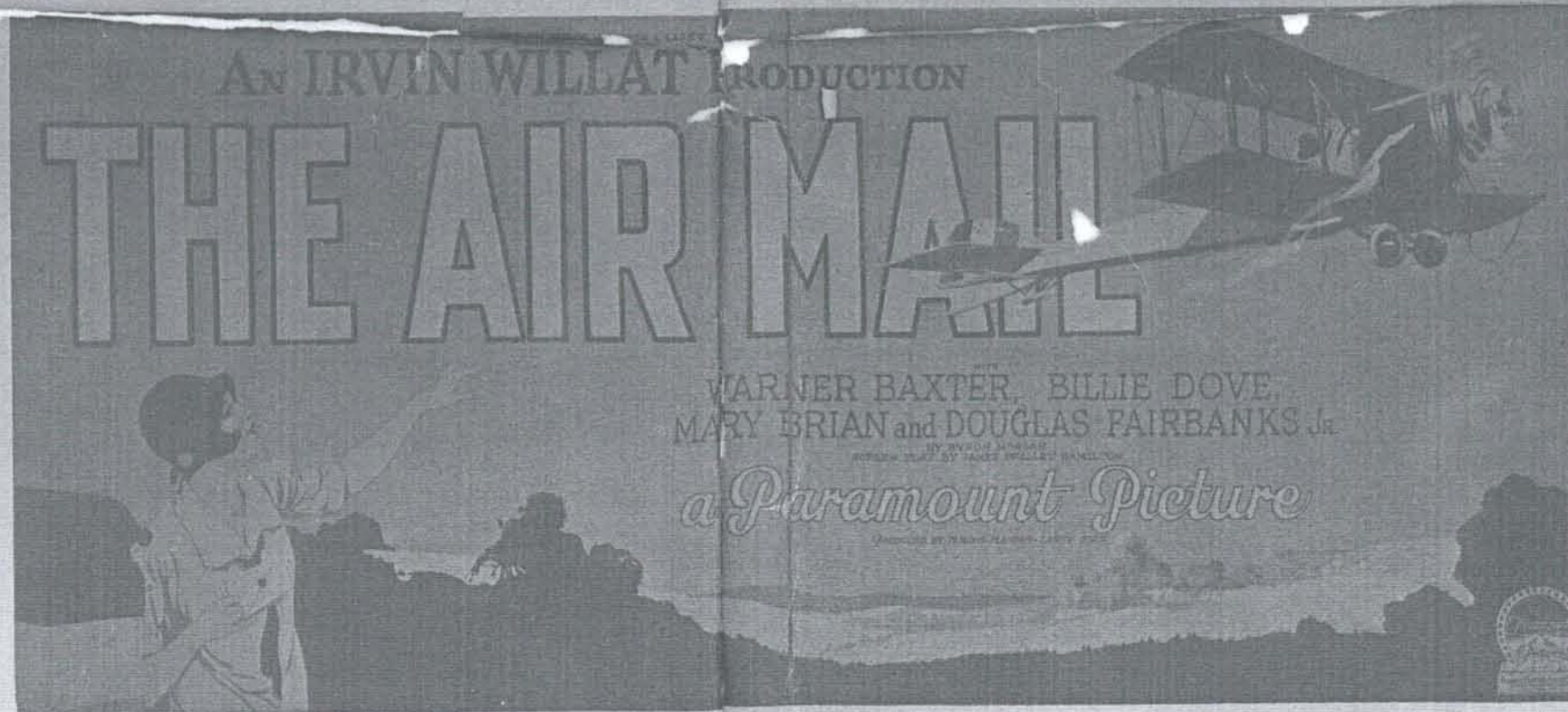
Teaser Type Ad



One Sheet Poster 1B



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

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